



LUXURY VENUE MARKETING

AVIA

WEDDINGS

AVIIA

WEDDINGS

TABLE OF CONTENTS

- I. THE NEW STANDARD IN WEDDING EDITORIALS
- II. INTERNATIONAL EDITORIAL FEATURES
- III. OUR PROCESS
 - 1. The Conversation
 - 2. Concept Development & Creative Direction
 - 3. Production Planning
 - 4. The Day of the Editorial
 - 5. Post-Production & Gallery Delivery
 - 6. Marketing Rights & Licensing
- IV. WHY VENUES PARTNER WITH AVILA
- V. MEET THE FOUNDER: MARIE LEU



AVIIA

WEDDINGS

I. A NEW STANDARD IN WEDDING EDITORIALS

Avila Weddings is a luxury editorial styled shoot brand devoted to creating refined wedding imagery that elevates the visual identity of exceptional venues.

Through thoughtfully designed editorial wedding shoots, Avila transforms beautiful spaces into immersive wedding narratives — allowing venues to showcase their architecture, atmosphere, and guest experience through imagery that feels both aspirational and authentic.

Each Avila editorial is intentionally designed to reflect the unique character of a venue. Rather than staging generic wedding scenes, our work focuses on crafting bespoke visual stories that highlight the setting in its most compelling and elegant form.

Our team collaborates with talented photographers, filmmakers, designers, florists, and bridal stylists to curate editorials that reflect the sophistication and artistry expected within the luxury wedding market.

The result is a refined collection of imagery that venues can utilize across their marketing platforms — from websites and social media to print publications and advertising campaigns.

For venues seeking to attract discerning couples and position themselves within the luxury wedding space, elevated editorial imagery is not simply aesthetic, it is strategic storytelling.

Avila Weddings exists to ensure exceptional venues are not only discovered — but remembered.



AVIIA

WEDDINGS

II. INTERNATIONAL EDITORIAL FEATURES

Avila Weddings has been privileged with hosting editorials at some of the world's most beautiful destinations and collaborated with venues that reflect the elegance and timeless character of the luxury wedding market.

These international editorials allow us to create imagery that speaks to couples seeking extraordinary wedding experiences — while also building a global portfolio of refined venue storytelling.

Avila will soon host an editorial in Zurich, continuing our work within Europe's most distinguished wedding destinations. These collaborations reflect Avila's commitment to working with venues that embody beauty, heritage, and an exceptional guest experience.

Featured destinations include:



**VILLA CATIGNANO:
TUSCANY, ITALY**

A historic Tuscan estate surrounded by rolling vineyards and timeless Italian architecture.



**CHÂTEAU BOUFFÉMONT:
PARIS, FRANCE**

An elegant French chateau known for its grand interiors and romantic Parisian countryside setting.

AVIIA

WEDDINGS

III. OUR PROCESS

Every Avila marketing production follows a structured creative process designed to ensure that the final imagery reflects the distinctive personality of your venue.



AVIIA

WEDDINGS

1. THE CONVERSATION



Every collaboration begins with a conversation.

During our initial consultation — conducted either in person or via Zoom — we take time to understand the vision, priorities, and unique attributes of your venue.

This allows us to explore:

- The architectural character and design of the property,
- Your ideal clientele and brand positioning,
- Areas of the venue you wish to highlight,
- Existing marketing gaps or seasonal needs,
- Potential themes or visual narratives that would complement your space.

This stage is both strategic and creative.

Together, we begin shaping an editorial concept that will allow your venue to shine in a way that feels authentic to its identity.

Our conversation ensures that every creative decision moving forward is rooted in a thoughtful understanding of the venue and the experience it offers couples

AVIIA

WEDDINGS

2. CONCEPT DEVELOPMENT & CREATIVE DIRECTION

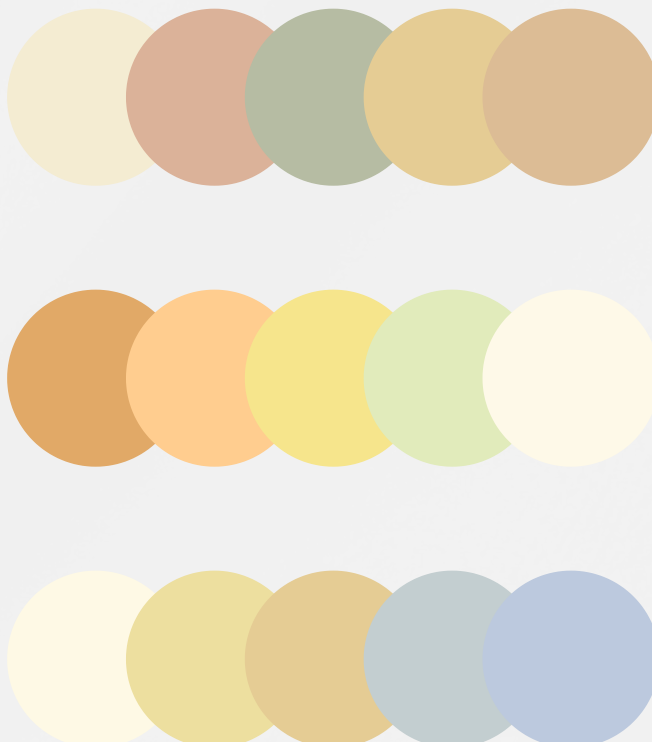
Following our consultation, the Avila team begins crafting a custom editorial concept tailored specifically to your venue.

No two venues are alike — and the imagery should reflect that.

During this phase, we develop the creative direction for the shoot, which may include:

- A refined aesthetic vision,
- A cohesive color palette designed to complement the venue's architecture and surroundings,
- Styling direction for table design, florals, and décor,
- Bridal fashion selections, &
- Storytelling elements that bring the editorial to life.

Our goal is to ensure that every visual detail contributes to a harmonious and elevated portrayal of your space.



AVIIA

WEDDINGS

3. PRODUCTION PLANNING

Once the concept is finalized and a date is selected, the Avila team begins coordinating the many elements required to bring the editorial to life.

This phase includes sourcing and securing:

- Professional models,
- Bridal gowns and styling,
- Floral design,
- Tablescapes and design elements,
- Photographers and videographers, &
- Additional creative partners, as needed.

Our team manages the logistics so that the venue can remain focused on its operations while we prepare a production that reflects the highest standard of editorial wedding design.



AVIIA

WEDDINGS

4. THE DAY OF THE EDITORIAL

On the day of the shoot, Avila oversees the full creative production.

From styling details to coordinating talent and directing scenes, our team ensures that the venue is captured in a way that feels natural, sophisticated, and visually compelling.

Throughout the production, our photographers and filmmakers work intentionally to highlight:

- Architectural features,
- Ceremony and reception spaces,
- Outdoor landscapes and seasonal beauty,
- Intimate guest experiences, &
- Romantic editorial moments that inspire couples.

The goal is not simply to document a space — but to create imagery that allows clients to imagine the unfolding of their future celebration.



AVIIA

WEDDINGS

5. POST-PRODUCTION & GALLERY DELIVERY



Following the editorial shoot, our creative partners begin the process of refining and curating the imagery, carefully selecting the moments that best represent the atmosphere and beauty of the venue.

Within a short period after production, the venue will receive:

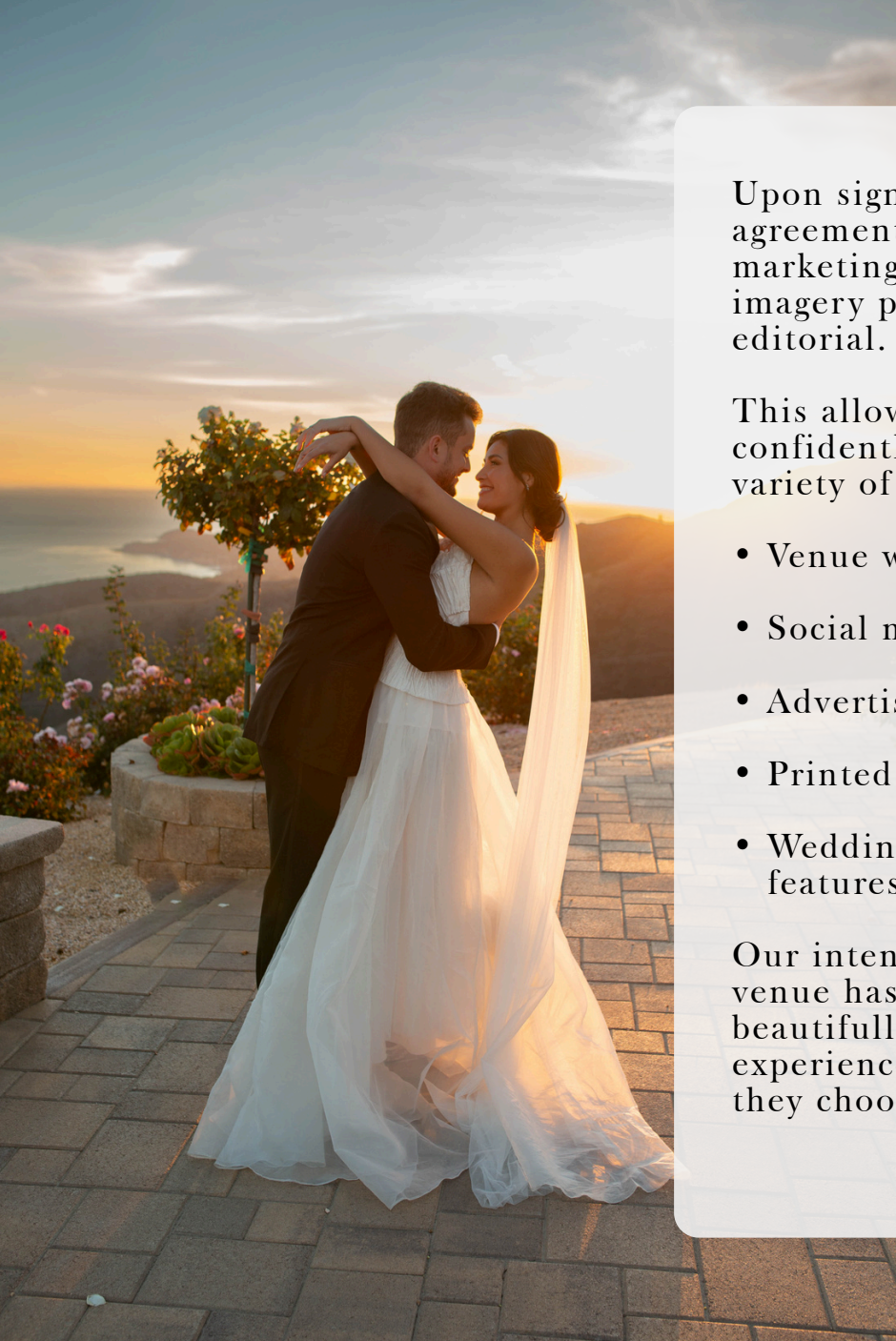
- A professionally edited gallery of high-resolution images,
- Cinematic video content from our videography team, &
- A thoughtfully selected portfolio collection suitable for marketing, website, and social media use.

These assets are designed to serve as a long-term visual marketing library for your venue — offering a refined imagery that can be used across platforms to consistently present the space with elegance and distinction.

AVIIA

WEDDINGS

6. MARKETING RIGHTS & LICENSING



Upon signing the partnership agreement, the venue is granted full marketing usage rights to the imagery produced during the editorial.

This allows your team to confidently use the images across a variety of platforms, including:

- Venue websites,
- Social media channels,
- Advertising campaigns,
- Printed marketing materials, &
- Wedding publications and features.

Our intention is to ensure that your venue has access to imagery that beautifully represents the experience couples can expect when they choose your space.

AVILA

WEDDINGS

IV. WHY VENUES PARTNER WITH AVILA

Venues partner with Avila because styled editorial productions offer something traditional photography often cannot:

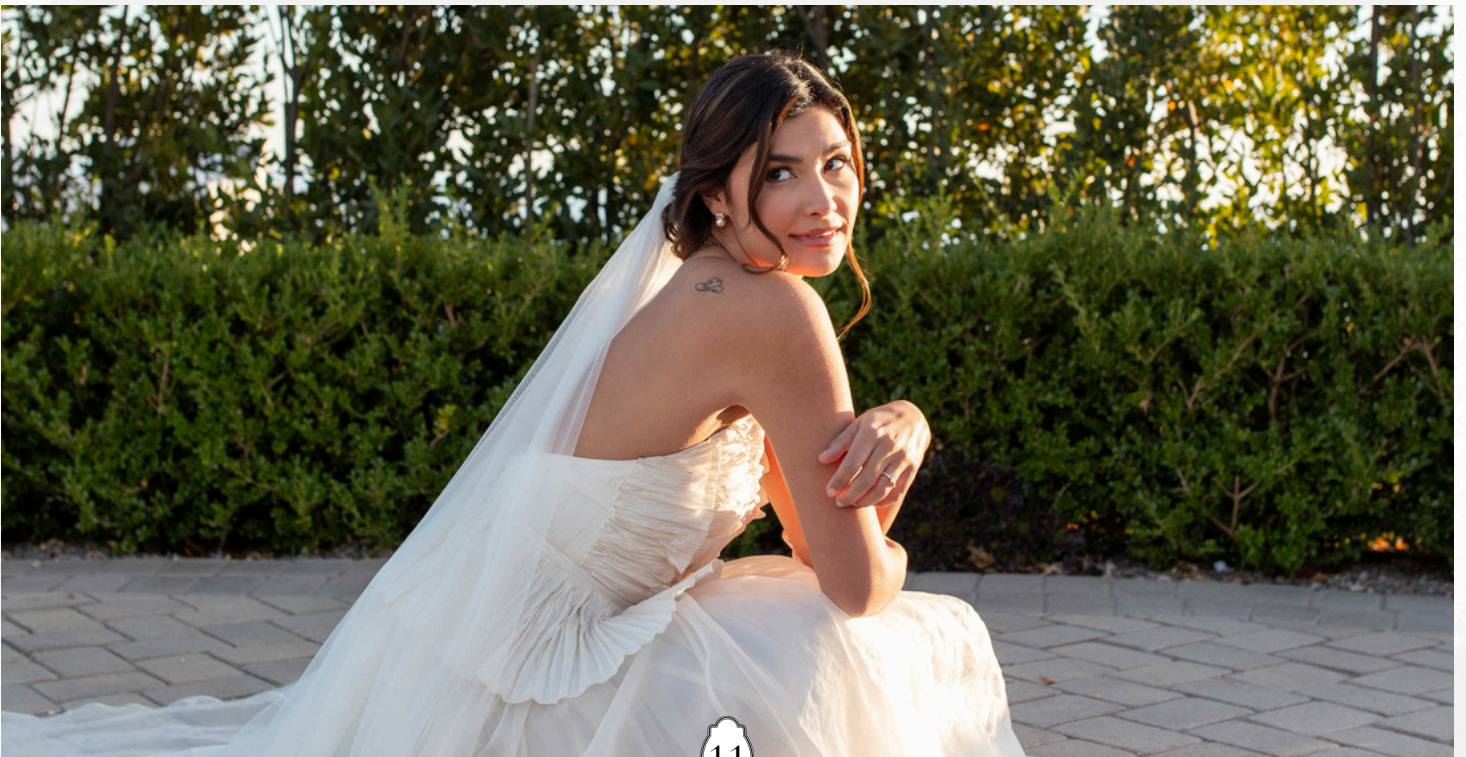
Complete creative control over how the venue is presented to future clients.

Rather than waiting for the perfect real wedding to happen organically, styled editorials allow venues to intentionally craft the imagery that represents their brand.

Through carefully curated productions, venues gain:

- Elevated and cohesive marketing imagery,
- Content tailored specifically to their brand identity,
- A visual narrative designed to attract their ideal clientele, &
- Fresh content for websites, advertising, and social media

For venues seeking to position themselves within the luxury wedding market, the right imagery is not simply helpful — it is essential.



AVIIA

WEDDINGS

V. MEET THE FOUNDER: MARIE LEU



Avila Weddings was founded by Marie Leu, a wedding photographer with more than fifteen years experience. She also owns Kayde Rose Photography and resides in Dallas, Texas.

With a deep understanding of the wedding industry and a passion for creating extraordinary imagery, Marie established Avila as a platform for producing refined editorial shoots that inspire photographers while elevating the venues that host them.

Through thoughtfully designed editorials and collaborations with talented creatives, Avila seeks to create imagery that is both striking and timeless — photographs that venues, photographers, and couples remember long after they first see them.

If your venue is interested in collaborating on an Avila Weddings luxury marketing editorial, we would be delighted to begin the conversation.

A romantic wedding scene set in a grand, ornate hall. In the foreground, a bride in a white, off-the-shoulder gown with a large bow on the back is dancing with a groom in a black tuxedo. In the background, a violinist in a shimmering dress plays a red violin, and a pianist sits at a white grand piano. The room features a large, arched mural of a classical landscape with a lion and a lyre. The floor is made of dark wood parquet, and a red lamp is visible in the background.

AVILIA

WEDDINGS

www.avilaweddings.com
avilawed@gmail.com